## IOC 2011 Marketing Calendar

## Prepared by Hill & Knowlton China

Activity	January	February	March	Мау	June	July	August	September	
1. <u>Media Retainer</u> 1.1 Media Retainer program	PR Strategic Consultation & planning:Annual/on-going strategic planning;Program development & research. Account management:meetings and client liaison;financial management. Press office: On- maintenance;press release / feature articles(2 per month);on-going media monitoring;media inquiry management;monthly PR report with media analysis a								
2. <u>KOL Retainer</u> 2.1 Key opinion leaders program	Indentify, establish & maintain the IOC KOLs pool; on-going relationship building; liaise with KOLs for co-ops; collect market intelligence and industry trend/policies; product distribution for trial for test								
3. <u>Website and Newsletter</u> 3.1 Website development 3.2 Management and monthly newsletter	Maintenance and updating the website with a monthly newsletter								
4. <u>Media</u> 4.1 Media Fam tours 4.2 Promotion at TV cooking show 4.3 Edition of a cookery book 4.4 Advertorials 4.5 Press conferences and gatherings							Press Conference in Beijing		
<u>5. Trade</u> 5.1 Expert seminars 5.2 Participation in trade exhibitions 5.3 Olive and Olive Oil weeks				Trade show * Secure speaking opportunities * Develop contents/materials * Create interactive booth program * Distribute a press release on the trade show				Oilve and Oil week	
<u>6. Consumer</u> 6.1 Image brochure/flyer development 6.2 Creative Olive Cooking Contest 6.3 Internet Marketing									

r	October	November	December						
On-going media relations building;media segmentation and database s and recommendations.									
testimonial generation;draft feature articles and devlopkey message.									
		Fam Trip to Italy and Greece							
eks	Gourmet cook off								